

**AMENDMENTS TO THE CLAIMS**

At the time of the Office Actions, claims 1, 3-4, and 9-21 were pending. Claim 1 is hereby amended and Claim 14 is hereby cancelled. Thus, Claims 1, 3-4, 9-13, and 15-21 are currently pending. All currently pending claims are supported by the patent disclosure as filed on January 22, 2001.

1. (Currently Amended) A method of quantifying the value of a constituent population of an entity to the entity, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, comprising:

identifying a number of exchange elements which are offered to the constituent population by the entity;

associating a cost to the entity with each of said exchange elements in the at least one memory;

summing the exchange element cost to the entity for said constituent population to obtain a total exchange element cost, and storing the total exchange element cost in said at least one memory;

identifying a number of behaviors of said constituent population;

associating a value with each of said behaviors in ~~the~~ said at least one memory, wherein at least one said value is not a monetary amount to be paid by the constituent as a price in exchange for receiving one or more exchange elements from said entity;

summing the value of the behaviors associated with the constituent population to obtain a total behavior value, and storing the total behavior value in said at least one memory;

identifying a value exchange gap with relating to at least one constituent by accessing data stored in said at least one memory receiving an incremental valuation from at least one constituent that relates to at least one behavior;

receiving a feedback from at least one constituent that reduces the value exchange gap for the constituent providing the received feedback by adding at least one of: (a) at least one behavior; and (b) at least one an exchange element between said at least one constituent and the entity; and

quantifying the value contributed to said entity by said constituent population by subtracting the total exchange element cost from the total behavior value.

2. (Cancelled).

3. (Previously Presented). The method of claim 1, further comprising adjusting the exchange elements and tracking the value contributed to said entity over time.

4. (Previously Presented). A method of modeling behaviors of a constituent associated with an entity offering exchange elements, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, the steps comprising:

determining an experience of said constituent related to an exchange element offered by said entity and represented by data indicative of the exchange element;

obtaining and storing mindset data indicative of a mindset of said constituent regarding said experience;

associating one or more value exchange gaps with said mindset data, the one or more value exchange gaps representing a value difference between what is expected by the constituent and what is offered by the entity for the experience;

determining a set of behaviors of said constituent which result from said experience and said mindset data, and storing data indicative of the set of behaviors in the at least one memory; and

linking the data indicative of the exchange elements to the data indicative of the set of behaviors of said constituent.

5. (Cancelled).

6. (Cancelled).

7. (Cancelled).

8. (Cancelled).

9. (Previously Presented). The method of claim 4, further comprising adjusting the exchange elements and tracking the value contributed to said entity over time.
10. (Previously Presented). A method for managing a relationship between an entity and a constituent, comprising:
- storing a plurality of constituent categories;
  - associating a constituent interface with at least one constituent category;
  - storing a plurality of exchange elements and a plurality of entity valuations, wherein each entity valuation is associated with least one exchange element;
  - allowing a constituent interface to respond to a first proposal that includes a first exchange element that is associated with a first entity valuation;
  - receiving feedback from the constituent interface;
  - identifying a value exchange gap using said feedback;
  - allowing the constituent interface to selectively display a subset of said plurality of exchange elements that does not include said first exchange element, and wherein said subset of exchange elements is influenced by said feedback and at least one said constituent category associated with said constituent interface; and
  - receiving a exchange element selection made with said constituent interface, wherein the selected exchange element is a second exchange element;
  - selectively modifying said first proposal with said second exchange element selection received from said constituent interface.
11. (Previously Presented). The method of claim 10, wherein the entity is an employer and the constituent is an employee.
12. (Previously Presented). The method of claim 10, wherein the entity is an organization and the constituent is a member.
13. (Previously Presented). The method of claim 10, wherein the entity is a seller and the constituent is a buyer.

14. (Cancelled).

15. (Previously Presented). The method of claim 10, wherein at least one exchange element is a behavior that is not the purchase of a good or service.

16. (Previously Presented). The method of claim 10, wherein a plurality of exchange elements and a plurality of supplier valuations that are associated with those exchange elements are stored for a plurality of suppliers; and wherein the identified value exchange gap is reduced by modifying the first proposal to include an additional exchange element from a different entity.

17. (Previously Presented). The method of claim 16, further comprising automatically modifying a supplier valuation relating to a first exchange element in response to the selection of a second exchange element by the constituent.

18. (Previously Presented) The method of claim 10, wherein a hierarchy of constituent categories are stored, and wherein the constituent interface is associated with a first constituent category and a second constituent category, wherein said second constituent category is a subset of said first constituent category.

19. (Previously Presented) The method of claim 10, wherein said modified proposal includes said first exchange element and said second exchange element, and wherein said first exchange element involves a different subgroup of said entity than the second exchange element.

20. (Previously Presented) The method of claim 10, wherein each exchange element displayed on the constituent interface is associated with an entity valuation that is displayed in conjunction with the display of the exchange element.

21. (Previously Presented) The method of claim 10, wherein at least one exchange element is a behavior performed over a predefined period of time.